

Welcome Rotarians to Omaha

# Buster Brown and His Dog "Tige" Will Be at The Brandeis Store All Day Friday and at The Brandeis Theatre Saturday Morning

## Buster Brown Is Coming

to the Brandeis Store Buster Brown Shoe Dept., Third Floor, Friday, April 3, from 11:30 a. m. to 1:00 p. m. and 3:30 p. m. to 5:00 p. m. Souvenirs given to every child accompanied by his parents Friday. Don't fail to see them at the Brandeis Theatre, Saturday, April 4, at 10 a. m. Free admission tickets can be had by calling at the Buster Brown Dept., Third Floor, The Brandeis Store.

# THE BRANDEIS STORE

## Hear John McCormack

on Victor Records in our Phonograph Department—then hear him at the Auditorium, April 13. We carry a complete stock of Victor and Brunswick Records

Main Floor—West.

## Turning to Easter

With the knowledge that Easter is just NINE shopping days away, all feminine Omaha is coming-a-shopping to the Brandeis Store these days.

And what a wealth of new spring merchandise they are finding.

—Spring apparel, fresh and new—and as inviting as the first spring blossoms.

—Style accessories that mean so much to the costume this season.

—Beautiful materials that make it easy to create your own becoming apparel.

—Aisle after aisle of new merchandise displayed throughout the store in an abundance that makes shopping a distinct pleasure during this happy Easter season.

### Fur Storage

Now is the time to plan carefully for storing your furs during the summer months. Ask about our moth-proof, fire-proof, cold storage vaults.

Second Floor

## New—Trifles of Importance



**I bring thee violets—** sang the old refrain. But one boutonniere is as smart as another just so its "flowery." Gardenias—red yellow or white, carnations, violets or orchids—you're assured of being style-right with any pose. **50c to 1.50**

### The approved Jabot—

It may be of lace, or bright colored georgette—but it is sure to help a familiar frock to freshness. Many different styles. **98c to 1.98**

### Flaunt a scarf—

—and let it, by all means, be audacious in color. Vivid stripes perhaps for daytime and winsome ombre georgette, fringed with silk for your dance dress. Main Floor Neckwear. **1.98 to 7.50.**

### Flourish a kerchief—

—and the brighter the better, this season. Let us show you our very new novelty "handkerchiefs" of chiffons and sheer voile. And they are only **50c.**

### The "ensemble" choker—

—quite the most fascinating neck piece is this handkerchief that wraps tightly about your neck, and fastens itself with a rose. And when you unbutton your wrap, it is slipped around your wrist. **19.75 to 49.50.**



**Wherever she goes—** you will find her gloves are cuffed. They may turn back or they may turn down, but cuffed they are. Softest of suedes in the new Dove or Cocoa shades—**3.50.**

## Important Coat Values



Choose This Most Essential Garment for Your Easter Wardrobe—Here With the Advantage of Immense Selections and Worth-While Values

# 39<sup>75</sup>

NEW Poiret Sheen, Kasha, Flannel, Twills, Charmettes, Velvettes—developed into straight line silhouettes or the popular flare styles. These make up a coat selection of marked distinction. There are plain and fur trimmed models. All are silk lined.

Tan Blue Green Powdre Olive  
Rouge Drab Tiger Eye  
Henna Rusts Wood Shades

The Brandeis Store—Second Floor.

## Distinctive Easter Frocks

A Selection of Most Beautiful New Models for Springtime. They Are in an Almost Endless Variety of Gay Colorings and Combinations.

# 15<sup>00</sup>

EVERY preference of line and color is satiated in this delightful group of frocks. Lovely new satins, new crepes in vivid tints—exquisite printed crepes and georgettes—Every new fashion note has found expression here, and at a modestly low price.

Soft Satin Brilliant Crepes Tub Silks  
Printed Georgette Awning Stripes  
Flower Effects Printed Crepes

The Brandeis Store—Second Floor.



## Spring Coats



for the Younger Miss of 6 to 14

# 9<sup>75</sup>

Spring coats that will meet the most exacting requirements of the little miss, at a price that will meet with her mother's approval. Included are some decidedly "dress-up coats," while others are plain little tailored models for school wear.

Rose,  
Tiger Eye,  
Henna,  
Rust,  
Tan and  
Blue

## Girls' New Dresses

of Importance for Easter

White Dresses **4<sup>98</sup> to 19<sup>75</sup>**

White dresses of georgette, organdy, net and voile, daintily trimmed with laces, ribbons and ruffles. They are especially suited for Easter, confirmation and graduation frocks. **Sizes 6 to 14 years.**

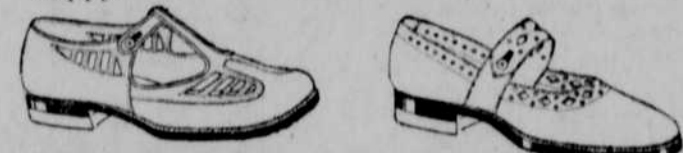
Girls' Tub Dresses **3.50 to 6.98**

Fine English prints and striped broadcloth patterns. Finished with novelty collars and touches of hand embroidery. In Pink, Rose, Green, Yellow. **Sizes 6 to 14 years.**

Second Floor—West.

## All Girls Will Like Buster Brown Shoes

Reasonably priced shoes that are made to make little growing feet comfortable and happy.



**Dress Sandals**  
A dress sandal in sunset calf or patent leather, with welt soles.  
Sizes 8 1/2 to 11. **4.25**  
Sizes 11 1/2 to 2. **4.75**  
Sizes 2 1/2 to 7. **5.75**

**"Betty Jane" Pumps**  
Junior girls popular "Betty Jane" pumps in patent leather only.  
Sizes 11 1/2 to 2. **4.50**  
Sizes 2 1/2 to 7. **5.50**

The Brandeis Store—Third Floor.

## Smart Ensemble Suits



The Costume That Is at Once a Smart Coat or a Lovely Frock—In Perfect Accord or Contrast of Soft Silks and Fine Woolens

# 33<sup>00</sup>

SMARTNESS and utility is in store for the fashionable woman who chooses an ensemble this Spring. Here are beautiful models with matching frocks of self material or of satin or crepe. The dress fabric lines the coat. They are well suited to every occasion.

Values to 59.75

Poiret Sheen Charmettes Kasha  
Twills Dresses of Kasha  
Satins Silks Printed Crepes

The Brandeis Store—Second Floor.

## Four-Piece Vest Suits



Smart New Manly

# 9<sup>85</sup>

Coat - Vest  
2 Pair Trousers

Good looking suits—the kind the "young man" likes—tailored in woollens to stand hard, steady wear. In the mixtures and shades most favored this Spring.

Sizes 8 to 16

Blue Serge Suits  
For Confirmation

# 7.85 to 19.95

Fine quality blue serge suits, in one and two-pants models. Excellently tailored of good looking sturdy materials. **Sizes 6 to 18.**

Easter Special Wash Suits

A score of different styles in suits in all the wanted colors. **1.19**  
Sizes 3 to 8.

Easter Special Blouses

Madras and percale blouses in plain and fancy colors. **78c**  
6 to 16.

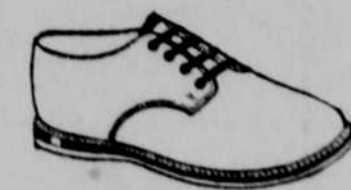
Boys' Spring Caps **1.45 to 2.45**

Finely tailored caps in powder blue, tan, and lavender. Satin lined, with unbreakable visors. Also blue serge styles.



Brandeis Boys' Shop—Fourth Floor.

## Mannish Styles in Boys' Buster Brown Shoes



Boys like Buster Brown shoes because they are not only "good looking" but keep the growing boy's feet supremely comfortable.

Oxfords

New styles in Buster Brown oxfords in tan, brown, or black calf leather. Medium or broad toe style, with rubber heels.  
Sizes 12 1/2 to 2. **3.50 to 4.75**  
Sizes 2 1/2 to 6. **4.50 to 5.50**

Boy Scout Shoes

Excellent for school wear and hiking. In tan Elk leather, with rubber heels.

Sizes 12 1/2 to 2. **3.75**  
Sizes 2 1/2 to 6. **4.00**

## Thursday--Five Easter Specials in Brandeis Silk Week

Each day in this special week, brings some exceptionally low priced items. Here are five which cover comprehensively the silk mode for Spring. Lines are so straight, patterns are so easy to follow, that it's a simple matter of but a few hours, to fashion a smart Easter frock.

### New Patterns in Printed Crepe

40-inch all silk printed crepe. The material that the mode has favored above all others. Here you have it in a delightful variety of patterns and colorings. Three yards will make a dress. Yard, **1<sup>87</sup>**

### Printed Canton

A beautiful quality heavy weight crepe in patterns that are individual. 40- inch width. **2.50 value, 2.19**

### Novelty Pongee

Novelty pongee in neat corded stripes, checks, plaids, and blazer stripes. **1.75 value, 1.39**

### Striped Tub Silks

32-inch washable crepe and radiant broadcloth striped, in blue, old rose, maize, Spanish yellow, gray, fallow, almond, and orange. **2.75 value, 2.27**

### Black Charmeuse

40-inch black charmeuse, rich, lustrous quality. Light enough for dresses. **2.00 value, 1.47**